



# PHILIP MORRIS

U.S.A.

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TO: A. Holtzman  
FROM: J. E. Wickham

The following information was produced in response to a request from the general counsel of Philip Morris U.S.A. and outside counsel for information to enable them to furnish advice respecting the Company's legal position on the introduction of CAMBRIDGE cigarettes.

I have reviewed or caused to be reviewed all publicly available information known to me and all data in Philip Morris files relative to tar and nicotine data since the establishment of the Research & Development Department in 1954. The items attached include a review of the following materials:

- (1) All tar and nicotine reports of the Federal Trade Commission since the first report issued in November 1967.
- (2) All tar and nicotine reports of the Tobacco Institute Testing Laboratory since the first report issued in March 1968.
- (3) Oak Ridge National Laboratory report issued May 1979.
- (4) Reader's Digest data reported in July and August 1957, July 1958, November 1959, and July 1961.
- (5) Internal Philip Morris reports of competitive brands, issued monthly since 1954.
- (6) Review of patents and literature in Philip Morris U.S.A. Research Center library relating to tar and nicotine delivery.

Also attached are copies of all of the published FTC procedures as well as a comparison of the present methodology of Philip Morris with the FTC procedure. Information on patents and other technical literature on the subject of low delivery cigarettes is also attached.

The research memorialized herein does not include any results of testing the recently announced version of R. J. Reynolds' NOW cigarettes with a claimed average tar delivery of less than 0.1 milligram per cigarette. According to Reynolds' April 7 announcement, this product was to have been introduced on April 8. At this writing Philip Morris' internal testing of the new NOW product has not been completed and I know of no other reported tests of the tar and nicotine deliveries of such product.

If you need additional information, please let me know.

MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT SARATOGA MULTIFILTER ALPINE

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